MARKR.
BRAND
STYLE GUIDE

CONTENTS

OUR BRAND

MISSION

AT MARKR, OUR MAIN GOAL IS TO TRANSFORM YOUR INITIAL IDEAS INTO THE PERFECT FORMULA.

WE UNDERSTAND THAT IDEAS SOMETIMES NEVER LEAVE THE WHITEBOARD,BUT WITH THE RIGHT SWIFT,
THEY CAN BECOME THE PERFECT PRODUCT.

THAT'S WHAT PIZARRA OFFERS YOU, TO NOT ONLY TAKE YOUR IDEAS OUT OF THE BOARD.

BUT TO ALSO MAKE SURE THEY ARE THE RIGHT ONE FOR YOUR COMPANY.

BRAND STORY

PIZARRA INC. WAS BORN FROM THE BRAINSTORMING OF OUR MINDS IRONICALLY IN ORDER TO FIND A NAME WE STARTED ON A WHITEBOARD AND REALISED THAT ALMOST EVERY COMPANIES IDEAS ARE BORN ON A WHITEBOARD AND THEN THEY GROW INTO BIGGER PROJECTS AND SOMETHING REAL.

THUS WE WANTED TO CONVEY THE SIMPLICITY OF OUR COMPANY'S WORK AS WELL AS THE DEDICATION INTO TRANSFORMING A BASIC IDEA INTO A GREAT PRODUCT.

MARKR. WAS BORN FROM THE SAME IDEA AS PIZARRA, A MARKER IS A TOOL THAT IS USED TO WRITE ON A WHITEBOARD(PIZARRA).

LOGO

Markr.

USING OUR LOGO

Markr.

DARK MODE (DEFAULT)

Markr.

LIGHT MODE

MONOTONE LOGO

Markr. Markr.

WHEN OUR PRIMARY OR FULL-COLOR LOGOS AREN'T AN OPTION, USE THE MONOTONE LOGO THAT PROVIDES THE MOST CONTRAST.

EXCLUSION ZONE

THE LOGO'S EXCLUSION ZONE IS EQUAL TO HALF THE HEIGHT OF THE LOGO (MARKED AS × IN THE DIAGRAM).

LOGO MISUSE

IT'S IMPORTANT THAT IN OUR LOGO THE APPEARANCE REMAINS THE SAME IN ALL OCCASIONS.
THE LOGO CANT BE MISINTERPRETED, MODIFIED, OR ADDED TO. ITS ORIENTATION, COLOR, AND COMPOSITION SHOULD STAY AS INDICATED IN THIS DOCUMENT,
THERE ARE NO EXCEPTIONS.

DO NOT ROTATE THE LOGO

DO NOT CHANGE THE COLOR OR TONE OF THE LOGO
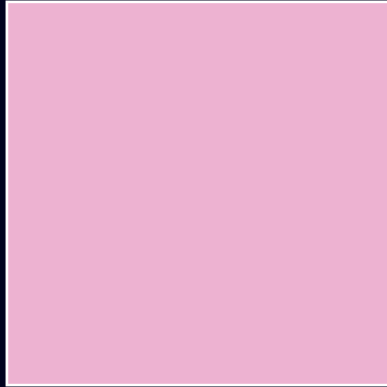
DO NOT DISTORT OR WARP THE LOGO IN ANY WAY

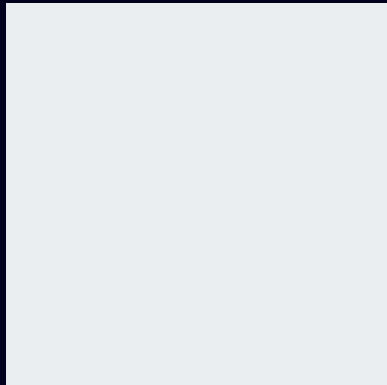DO NOT PLACE LOGO ON BUSY BACKGROUNDS

COLORS
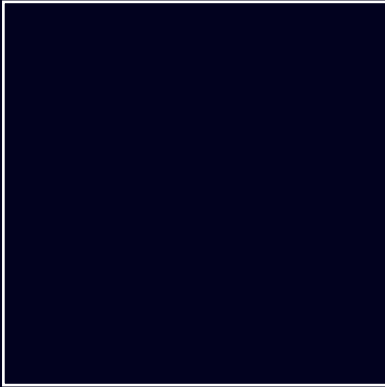
#191826
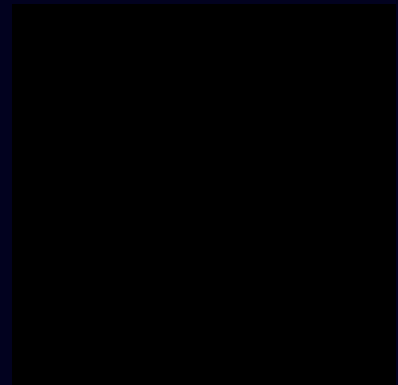R25 G24 B38
C98 M92 Y50 K75

#E1B9D5
R225 G185 B213
C04 M36 Y0 K

#E4E4E4
R227 G227 B227
C13 M9 Y10 K0

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

#000000
R0 G0 B0
C0 M0 Y0 K100

OUR PRIMARY COLORS ARE BLUE AND PINK. AS A BACK-
GROUND WE USE THE GREY COLOR, FOR TEXT WE USE
THE WHITE COLOR. USE OUR BLACK AND WHITE FOR
PRINTING USAGE ONLY.

OUR COLOR PALETTE IS AN ESSENTIAL TOOL IN BUILDING
A DISTINCTIVE AND RECOGNISABLE BRAND IDENTITY.

FONTS

GILROY LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FOR THE PLAIN TEXTS THE FONT GILROY LIGHT IS USED.
THIS IS THE MOST USED FONT IN THE CORPORATE IDENTI-
TY,
BECAUSE IT IS EASY TO READ AND THEREBY COMPLIMENTS
THIS FONT WITH ITS CONTRAST FONT; GILROY EXTRA
BOLD.

GILROY EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

THIS VARIANT OF THE GILROY FONT IS MAINLY USED FOR
HEADERS, TO MAKE SURE TO MAKE IT STAND OUT,
BUT ALSO TO PROVIDE IMPORTANT INFORMATION
TO HIGHLIGHT OR TO ENHANCE AESTHETICS USAGE

APPLICATION EXAMPLES

THANK YOU!